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PHILIP MORRIS EUROPE
Corporate Affairs Department
R 24 MAI 1977
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TELEX FORM

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TELEX TEXT : (Please be as brief as possible)

RE: ICOSI Task Force on EEC Consumerism

At the ICOSI meeting on November 11/12, 1977 it was decided that an ICOSI Task Force should be formed to deal with EEC initiatives regarding the consumer. Chaired by Mr. Dieter von Specht, BAT Germany, this Task Force would concentrate specifically on proposals by the EEC Consumer Consultative Committee - Working Party on Tobacco. These proposals are contained in the document entitled "Opinion of the Consumers Consultative Committee on Community Legislative Measures Concerning the Harmful Effects of Tobacco".

The representatives of the companies are:

Chairman: D. von Specht, BAT Germany
Members: W. Dembach, R.J. Reynolds Tobacco GmbH, Köln
N. Doms, Martin Brinkmann AG, Bremen
C.G. Knowles, Imperial Tobacco Group Ltd., Bristol
M.E.H. Mulholland, Gallaher Ltd., London
Ch. Vogel, H.F.&Ph.F. Reemtsma, Hamburg
P. Isenring, Philip Morris Europe, Lausanne

The first meeting of this Task Force took place on January 19/20, 1978 in Germany The group decided to meet the challenge and prepare submission papers for the EEC Commission.

Date prepared :

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A second meeting took place on April 17/18, 1978 in Germany. During this meeting, the following submission papers for the EEC Commission were discussed and accepted:

- Position Paper on the Smoking and Health Controversy
- Position Paper on Cigarette Advertising
- Position Paper on Public Smoking

These papers were submitted on April 19, 1978 to Mr. Jules Quequin, EEC Commission, on behalf of the free industries of the EEC countries.

The reaction we have received so far from Mr. Quequin have been very positive. In addition, the submission papers have been considered important for several other reasons:

- They represent the views of the free industries of the EEC;
- They are seen in Brussels as somewhat of a "bomb" because all the previous information on smoking received by the EEC has been negative.

Presently, the ICOSI-EEC Task Force on Consumerism is working on two supplementary issues:

1. The industry's position towards the very strong anti-smoking report "Tobacco and the Health of the Consumer", issued by the Consumers Consultative Committee.

2. The report from the Luxembourg-based EEC Directorat "Health and Safety", dealing with:
   - public health education,
   - measurement of nicotine and condensate contents,
   - relationship between nicotine and condensate contents and adverse health effects

Best regards,
P. Isenring

Date prepared: May 24, 1978

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